

Package vs Independent Holidays - UK - 2023

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- How the rising cost of living will impact the recovery of the package and independent holiday segments
- Trends in holiday booking behaviour
- Holidaying intentions and likely behavioural changes
- Reasons for booking package vs independent holidays
- Ways to increase the appeal of package holidays

Younger travellers are more likely to book independently when travelling overseas. Offering a wider range of holiday accommodation types, such as apartments and holiday homes, will be essential in boosting the appeal of package holidays among younger travellers. 33% of 16-34 year olds say this would make booking a package holiday more attractive, making it the most cited factor among this age group.

While inflationary pressures have impacted most travellers' holiday budgets, a significant proportion of consumers remain relatively confident about their financial situation. This polarisation has led to higher demand for camping holidays in the UK on the one hand and higher demand for luxury holidays abroad on the other.

Compared to the level of disruption at various airports in 2022, airlines are in a better position following investments made in attracting staff. However, staff shortages and strikes in segments beyond their control continue to cause a threat, with air traffic control disruption being a particular concern for the coming summer.

For travellers, having the ability to choose what suits their individual needs and wants is seen as a strength of booking independently, but there are opportunities to make the planning and booking process less time-consuming and to provide more support. In the near term, for example, many brands are



"The security that package holidays offer has become a less important purchase driver as a result of increased confidence in travel.

However, the segment still has the potential to benefit from interest in all-inclusive holidays as more consumers look to control costs."

– Marloes de Vries, Associate Director – Travel, May 2023

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expected to explore how generative AI can be used to improve the customer experience.

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